



## **SPEAKING FRANKLY**

### ***A Report on the Public Community Reference Panel***

February 2022

---

#### **BACKGROUND**

As a component of its Strategy 2020 objectives, the Council of the College of Veterinarians of Ontario formed a public advisory panel to assist with its work. The Public Community Reference Panel is the second iteration of this group which has now existed since 2017. The Public Community Reference Panel's specific mandate includes:

- to provide early advice to the College on emerging policy matters
- to provide feedback on the clarity of draft policy to the general public
- to provide input on the public communication strategy
- to identify emerging trends related to the animals, animal care and public perspective

The panel is intended to meet at least three times a year, once face-to-face with Council. Due to the pandemic, temporary amendments to this approach have been made.

This report summarizes key areas discussed by the panel at the most recent meeting in February 2022 and outlines opportunities for Council consideration.

---

#### **KEY AREAS**

(A) Feedback on Draft Amended *Professional Practice Standard: Establishing, Maintaining and Discontinuing a VCPR (Veterinarian-Client-Patient Relationship)*

- Elaboration is needed on what is meant by establishing, maintaining, and discontinuing
- The change of language from termination to discontinuation is appreciated
- The public is not aware of the VCPR
- Desire for expanded information related to the role of the client in the VCPR
- An example of a VCPR being discontinued included in the Guide would be helpful
- The Standard does not capture that relationships between veterinarians and clients are often built over time rather than as a one-time effort

(B) Spectrum of Care

- Veterinarians need to have a tool kit to help clients understand the concept of spectrum of care
- Social and economic differences between clients need to be considered by veterinarians
- Open communication improves the relationship between veterinarian and client
- Every client is different, and a range of options need to be presented to each of them
- An unbiased perspective is needed when communicating the cost of care

(C) Trends or Issues to Raise for Consideration

- The effects of corporate ownership on affordability and quality of care
  - OVC is ending their Avian and Exotics Service
  - One Health
  - Rabies and imported animals
  - Equestrian sport is remaining in the Olympic games
- 

**SUMMARY**

The Council is grateful to the members of the community reference panel for their candid comments and willingness to engage with the profession as it aims to instill confidence in veterinary regulation. All information and identified opportunities will be considered for both immediate and future planning.